AMENDMENT TO THE CLAIMS

1-4.   (Cancelled)

5.   (Previously presented) A method for use in a sales transaction, comprising:

determining, via a controller, a measure of flexibility based on a product description;

determining a sale price based on the product description; and

selecting a product to be sold for the sale price,

wherein the sale price of the selected product is a first price if the product description is a first product description and a second price if the product description is a second product description;

wherein the sale price is based on the measure of flexibility; and

wherein the step of determining the measure of flexibility comprises:

determining a number of flexibility points for each condition value in the product description; and

summing the determined flexibility points.

6.   (Original) A method according to Claim 5, wherein the number of flexibility points determined for a condition value is determined based on retailer data.

7-28.   (Cancelled)

29.   (Previously presented) Computer-executable process steps stored on a computer-readable medium, the process steps comprising:

a determining step to determine a sale price based on a product description; and

a selecting step to select a product to be sold for the sale price,

wherein the sale price of the selected product is a first price if the product description is a first product description and a second price if the product description is a second product description;

wherein the determining step comprises determining a measure of flexibility based on the product description and determining the sale price based on the measure of flexibility; and

wherein determining the measure of flexibility comprises determining a number of flexibility points for each condition value in the product description and summing the determined flexibility points.

30.   (Cancelled)

31.   (Original) Computer-executable process steps stored on a computer-readable medium, the process steps comprising:

a determining step to determine a sale price based on a product description;

a receiving step to receive from a customer an agreement to purchase a product for the sale price; and

after the receiving step, a selecting step to select a particular product to be sold to the customer from among a plurality of different products conforming to the product description.

32.   (Currently amended) Computer-executable process steps stored on a computer-readable medium, the process steps comprising:

a receiving step to receive a product description from a customer, the product description including condition values describing a product desired by a customer;

a determining step to determine a sale price based on the received product description;

a transmitting step to transmit the sale price to the customer;

a receiving step to receive from the customer<u>, prior to revealing the identity of a specific product to the customer,</u> an agreement to purchase a product conforming to the product description for the sale price;

a selecting step to select a specific product conforming to the product description; and

a transmitting step to transmit redemption information to the customer, ~~the redemption information~~ <u>and to reveal the</u> ~~identifying~~ <u>identity of</u> the specific product[[,]] <u>to the customer</u>

~~wherein the customer is not guaranteed what specific product will be purchased before the agreement is received~~.

33.   (Original) Computer-executable process steps stored on a computer-readable medium, the process steps comprising:

a receiving step to receive a description of a desired air travel itinerary;

a determining step to determine a sale price based on the description;

a receiving step to receive an agreement from a customer to purchase an airline ticket for the sale price; and

after receiving the agreement, a selecting step to select a flight on which the airline ticket will allow the customer to travel.

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34.   (Previously presented) Computer-executable process steps encoded in a
computer-readable signal, the process steps comprising:

     a determining step to determine a sale price based on a product description; and

     a selecting step to select a product to be sold for the sale price,

        wherein the sale price of the selected product is a first price if the product
description is a first product description and a second price if the product description is a
second product description;

        wherein the determining step comprises determining a measure of
flexibility based on the product description and determining the sale price based on the
measure of flexibility; and

        wherein determining the measure of flexibility comprises determining a
number of flexibility points for each condition value in the product description and
summing the determined flexibility points.

35.   (Cancelled)

36.   (Original) Computer-executable process steps encoded in a computer-readable
signal, the process steps comprising:

     a determining step to determine a sale price based on a product description;

     a receiving step to receive from a customer an agreement to purchase a product
for the sale price; and

     after the receiving step, a selecting step to select a particular product to be sold to
the customer from among a plurality of different products conforming to the product
description.

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37.   (Currently amended) Computer-executable process steps encoded in a computer-readable signal, the process steps comprising:

a receiving step to receive a product description from a customer, the product description including condition values describing a product desired by a customer;

a determining step to determine a sale price based on the received product description;

a transmitting step to transmit the sale price to the customer;

a receiving step to receive from the customer, prior to revealing the identity of a specific product to the customer, an agreement to purchase a product conforming to the product description for the sale price;

a selecting step to select a specific product conforming to the product description; and

a transmitting step to transmit redemption information to the customer, the redemption information and to reveal the identifying identity of the specific product[[,]] to the customer

wherein the customer is not guaranteed what specific product will be purchased before the agreement is received.

38.   (Original) Computer-executable process steps encoded in a computer-readable signal, the process steps comprising:

a receiving step to receive a description of a desired air travel itinerary;

a determining step to determine a sale price based on the description;

a receiving step to receive an agreement from a customer to purchase an airline ticket for the sale price; and

after receiving the agreement, a selecting step to select a flight on which the airline ticket will allow the customer to travel.

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39.　(Original) An apparatus comprising:

　　　a processor; and

　　　a memory in communication with the processor and storing processor-executable process steps;

　　　wherein the processor is operative with the processor-executable process steps stored in the memory to:

　　　　　i) receive a product description from a customer, the product description including condition values describing a product desired by a customer;

　　　　　ii) determine a sale price based on the received product description;

　　　　　iii) transmit the sale price to the customer;

　　　　　iv) receive from the customer an agreement to purchase a product conforming to the product description for the sale price;

　　　　　v) select a specific product conforming to the product description; and

　　　　　vi) transmit redemption information to the customer, the redemption information identifying the specific product, wherein the customer is not guaranteed what specific product will be purchased before the agreement is received.

40.　(Original) An apparatus comprising:

　　　a processor; and

　　　a memory in communication with the processor and storing processor-executable process steps;

　　　wherein the processor is operative with the processor-executable process steps stored in the memory to:

　　　　　i) receive a description of a desired air travel itinerary;

　　　　　ii) determine a sale price based on the description;

　　　　　iii) a receiving step to receive an agreement from a customer to purchase an airline ticket for the sale price; and

　　　　　iv) after receiving the agreement, a selecting step to select a flight on which the airline ticket will allow the customer to travel.

41.   (Previously presented) An apparatus comprising:

means for establishing a sale price based on a product description; and

means for identifying a product to be sold for the sale price,

wherein the sale price of the selected product is a first price if the product description is a first product description and a second price if the product description is a second product description;

wherein the means for establishing the sale price includes means for determining a measure of flexibility based on the product description and determining the sale price based on the measure of flexibility; and

wherein the means for determining the measure of flexibility includes means for determining a number of flexibility points for each condition value in the product description and summing the determined flexibility points.

42.   (Cancelled)

43.   (Original) An apparatus comprising:

means for establishing a sale price based on a product description;

means for obtaining from a customer an agreement to purchase a product for the sale price; and

means for identifying a particular product to be sold to the customer from among a plurality of different products conforming to the product description after obtaining the agreement.

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44.   (Currently amended) An apparatus comprising:

means for obtaining a product description from a customer, the product description including condition values describing a product desired by a customer;

means for establishing a sale price based on the received product description;

means for delivering the sale price to the customer;

means for obtaining from the customer, prior to revealing the identity of a specific product to the customer, an agreement to purchase a product conforming to the product description for the sale price;

means for identifying a specific product conforming to the product description; and

means for delivering redemption information to the customer, the redemption information and to reveal the identifying identity of the specific product[[,]] to the customer

wherein the customer is not guaranteed what specific product will be purchased before the agreement is received.

45.   (Original) An apparatus comprising:

means for obtaining a description of a desired air travel itinerary;

means for establishing a sale price based on the description;

means for obtaining an agreement from a customer to purchase an airline ticket for the sale price; and

means for identifying a flight on which the airline ticket will allow the customer to travel after obtaining the agreement.

46.   (New) Computer-executable process steps stored on a computer-readable medium, the process steps comprising:

a receiving step to receive a product description from a customer, the product description being descriptive of two or more products from a plurality of available products;

a determining step to determine, based on the product description, a single sales price applicable to each of the two or more products from the plurality of available products;

a transmitting step to transmit, to the customer, an offer to buy an undisclosed one of the two or more products for the single sale price; and

a selling step to sell the undisclosed one of the two or more products to the customer for the single sales price and to reveal the identity of the undisclosed one of the two or more products to the customer.

47.   (New) A method, comprising:

receiving a product description from a customer, the product description being descriptive of two or more products from a plurality of available products;

determining, by a controller, and based on the product description, a single sales price applicable to each of the two or more products from the plurality of available products;

transmitting, to the customer, an offer to buy an undisclosed one of the two or more products for the single sale price; and

selling the undisclosed one of the two or more products to the customer for the single sales price and to reveal the identity of the undisclosed one of the two or more products to the customer.

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48.   (New) An apparatus, comprising:

means for receiving a product description from a customer, the product description being descriptive of two or more products from a plurality of available products;

means for determining, based on the product description, a single sales price applicable to each of the two or more products from the plurality of available products;

means for transmitting, to the customer, an offer to buy an undisclosed one of the two or more products for the single sale price; and

means for selling the undisclosed one of the two or more products to the customer for the single sales price and to reveal the identity of the undisclosed one of the two or more products to the customer.

49.   (New) A method, comprising:

receiving a first product description from a first customer, the first product description being descriptive of a product from a plurality of available products;

receiving a second product description from a second customer, the second product description being descriptive of the product from the plurality of available products;

determining, based on the first product description, a first sales price for the product from the plurality of available products;

determining, based on the second product description, a second sales price for the product from the plurality of available products;

providing the first sales price to the first customer;

providing the second sales price to the second customer; and

selling the product from the plurality of available products by at least one of:

(i) selling the product from the plurality of available products to the first customer for the first sales price; and

(ii) selling the product from the plurality of available products to the second customer for the second sales price.

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50.   (New) The method of claim 49, wherein the first and second sales prices are the same.

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